

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36925  
**Alt Order #:** 08837306  
**Product Desc:** NRCC / SCHEDULE 2  
**Estimate:** 2958  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** National Media Inc  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 11/29/08  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/30/12 | 13      | \$40,650.00  | \$34,552.50 |
| 10/01/12   | 10/04/12 | 31      | \$35,700.00  | \$30,345.00 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 13        | \$40,650.00        | \$34,552.50        | 0.00        |
| October 2012   | 31        | \$35,700.00        | \$30,345.00        | 0.00        |
| <b>Totals</b>  | <b>44</b> | <b>\$76,350.00</b> | <b>\$64,897.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 30%   | \$76,350.00  |
| Market      | 100%  | \$254,500.00 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 25%   | \$63,625.00 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 5%    | \$12,725.00 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln   | Ch | Start    | End      | Inventory Code    | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|--|----|----------|----------|-------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| E 1  | 8  | 09/28/12 | 09/28/12 | 8 News Now 5a M-F | CM    | 5-6a           | ----F-- | :30 | 1     | \$800.00 | LV1 | 0.00 | NM   | 1     | \$800.00   |
| NEWS<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 09/24/12 09/30/12 ----F-- 1 \$800.00 0.00 |    |          |          |                   |       |                |         |     |       |          |     |      |      |       |            |
| E 2  | 8  | 10/01/12 | 10/04/12 | 8 News Now 5a M-F | CM    | 5-6a           | MTWT--- | :30 | 4     | \$800.00 | LV1 | 0.00 | NM   | 4     | \$3,200.00 |



Order / Rev: 36925  
Alt Order #: 08837306  
Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC  
Product Desc: NRCC / SCHEDULE 2  
Estimate: 2958  
KLAS

| Ln  | Ch        | Start             | End             | Inventory Code                                   | Break | Start/End Time        | Days            | Len           | Spots             | Rate                    | Pri | Rtg           | Type        | Spots | Amount      |
|---|-----------|-------------------|-----------------|--|-------|-----------------------|-----------------|---------------|-------------------|-------------------------|-----|---------------|-------------|-------|-------------|
| E 12  | 8         | 09/28/12          | 09/28/12        | 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F |       | 5-630p                | ----F--         | :30           | 1                 | \$1,300.00              | LV1 | 0.00          | NM          | 1     | \$1,300.00  |
| NEWS  |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 09/24/12          | 09/30/12        | ----F--  |       |                       |                 |               | 1                 | \$1,300.00              |     | 0.00          |             |       |             |
| E 13  | 8         | 10/01/12          | 10/04/12        | 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F |       | 5-630p                | MTWT---         | :30           | 2                 | \$1,300.00              | LV1 | 0.00          | NM          | 0     | \$0.00      |
| NEWS  |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 10/01/12          | 10/07/12        | MTWT---  |       |                       |                 |               | 2                 | \$1,300.00              |     | 0.00          |             |       |             |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |             |
| 1   | 8         | 10/01/12-10/07/12 |                 | 8 News Now 5-630p M-F                            |       | 5-630p                | MTWTh----       | :30           |                   | <del>(\$1,300.00)</del> |     | 0.00          | NM          |       |             |
| See MG 18.2,18.3,18.4<br>[da]                                   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| 2   | 8         | 10/01/12-10/07/12 |                 | 8 News Now 5-630p M-F                            |       | 5-630p                | MTWTh----       | :30           |                   | <del>(\$1,300.00)</del> |     | 0.00          | NM          |       |             |
| See MG 18.2,18.3,18.4<br>[da]                                   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| E 14  | 8         | 09/28/12          | 09/28/12        | 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F |       | 5-630p                | ----F--         | :30           | 1                 | \$1,300.00              | LV1 | 0.00          | NM          | 0     | \$0.00      |
| NEWS  |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 09/24/12          | 09/30/12        | ----F--  |       |                       |                 |               | 1                 | \$1,300.00              |     | 0.00          |             |       |             |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |             |
| 1   | 8         | 09/24/12-09/30/12 |                 | 8 News Now 5-630p M-F                            |       | 5-630p                | ----F--         | :30           |                   | <del>(\$1,300.00)</del> |     | 0.00          | NM          |       |             |
| See MG 18.2,18.3,18.4<br>[da]                                   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| E 15  | 8         | 10/01/12          | 10/04/12        | 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F |       | 5-630p                | MTWT---         | :30           | 4                 | \$1,300.00              | LV1 | 0.00          | NM          | 4     | \$5,200.00  |
| NEWS  |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 10/01/12          | 10/07/12        | MTWT---  |       |                       |                 |               | 4                 | \$1,300.00              |     | 0.00          |             |       |             |
| E 16  | 8         | 09/28/12          | 09/28/12        | 7-8p Rotator<br>7-8p Rotator                     | CM    | 7-8p                  | ----F--         | :30           | 1                 | \$1,100.00              | LV1 | 0.00          | NM          | 1     | \$1,100.00  |
| ENTERTAINMENT TONIGHT   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 09/24/12          | 09/30/12        | ----F--  |       |                       |                 |               | 1                 | \$1,100.00              |     | 0.00          |             |       |             |
| E 17  | 8         | 10/01/12          | 10/04/12        | 7-8p Rotator<br>7-8p Rotator                     | CM    | 7-8p                  | MTWT---         | :30           | 6                 | \$1,100.00              | LV1 | 0.00          | NM          | 6     | \$6,600.00  |
| ENTERTAINMENT TONIGHT   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 10/01/12          | 10/07/12        | MTWT---  |       |                       |                 |               | 6                 | \$1,100.00              |     | 0.00          |             |       |             |
| E 18  | 8         | 09/28/12          | 09/28/12        | 730-8p Insider<br>Insider                        | CM    | 730-8P                | ----F--         | :30           | 1                 | \$1,200.00              | LV1 | 0.00          | NM          | 3     | \$31,650.00 |
| INSIDER   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 09/24/12          | 09/30/12        | ----F--  |       |                       |                 |               | 1                 | \$1,200.00              |     | 0.00          |             |       |             |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |       |             |
| 1   | 8         | 09/24/12-09/30/12 |                 | 730-8p Insider                                   |       | 730-8P                | ----F--         | :30           |                   | <del>(\$1,200.00)</del> |     | 0.00          | NM          |       |             |
| See MG 18.2,18.3,18.4<br>[da]                                   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| 2   | 8         | 09/24/12-09/30/12 |                 | Fri 8-9p   |       | 8-9p                  | -----F----      | :30           |                   | \$7,500.00              |     | 0.00          | NM          |       |             |
| Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1 |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| 3   | 8         | 09/24/12-09/30/12 |                 | Wed 10-11p                                       |       | 10-11p                | --W-----        | :30           |                   | \$15,000.00             |     | 0.00          | NM          |       |             |
| Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1 |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| 4   | 8         | 09/24/12-09/30/12 |                 | Sun 9-10p  |       | 9-10p                 | -----Su         | :30           |                   | \$9,150.00              |     | 0.00          | NM          |       |             |
| Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1 |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
| E 19  | 8         | 10/01/12          | 10/04/12        | 730-8p Insider<br>Insider                        | CM    | 730-8P                | MTWT---         | :30           | 4                 | \$1,200.00              | LV1 | 0.00          | NM          | 0     | \$0.00      |
| INSIDER   |           |                   |                 |  |       |                       |                 |               |                   |                         |     |               |             |       |             |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |       |             |
| Week:   |           | 10/01/12          | 10/07/12        | MTWT---  |       |                       |                 |               | 4                 | \$1,200.00              |     | 0.00          |             |       |             |

